

## Market-Tržište

Review for Marketing Theory and Practice  
Scientific semi-annual journal  
Zagreb, Year 28, Number 1, 2016

# ETHICAL MARKETING PRACTICES VIEWED THROUGH CONSUMER SPECTACLES

## ETIČNE MARKETINŠKE PRAKSE PROMATRANE OČIMA POTROŠAČA

**Pranav Kumar**

College of Business, University Utara Malaysia  
06010 UUM Sintok, Kedah Darul Aman, MALAYSIA  
E-mail: [pranavkr.jh@gmail.com](mailto:pranavkr.jh@gmail.com)

**Sany Sanuri Mohd. Mokhtar**

College of Business, University Utara Malaysia  
06010 UUM Sintok, Kedah Darul Aman, MALAYSIA  
E-mail: [sany@uum.edu.my](mailto:sany@uum.edu.my)

UDK 665.58:658.89:179(595)

**Keywords:** product fairness, price fairness, consumer lifestyle, theory of planned behavior, cosmetics

### Abstract:

**Purpose** – The purpose of this paper is to describe the working of a demand and supply mechanism in an ethical scenario in the cosmetics market context. It principally aims to investigate the intentions of consumers to consider marketers' commitment to ethics issues.

**Design/Methodology/Approach** – Using a sample of urban female respondents from Malaysia, a consumer survey was carried out. PLS structural equation modeling was used to analyze the data.

**Findings and implications** – The results show that the aspects of product fairness and price fairness are positively correlated to the attitudes of shoppers' towards firms that resort to such practices. Additionally, shoppers' attitudes and their perceived behavioral control further influence their intentions to consider a firm's ethicality while anticipating a purchase. In terms of lifestyle aspects, the self-confidence and health consciousness of consumers do

not moderate the relationship between attitude and intentions. As a whole, consumers offer hints that it is high time for marketers to start developing a sense of obligation to adhere to relevant ethical practices under vulnerable circumstances. Accordingly, it is suggested that managers offer products that are safe and pose the least risks, and that they set rational and justifiable prices.

**Limitation** – This study has been limited to facial care products in Malaysia.

**Originality** – This study addresses and operationalizes fairness aspects of products and their pricing from a consumer perspective through a rigorous review of the marketing and business ethics literature.

**Ključne riječi:** pravednost proizvoda, pravednost cijene, životni stil potrošača, teorija planiranog ponašanja, kozmetika

## **Sažetak**

**Svrha** – Cilj je rada opisati kako djeluje mehanizam ponude i potražnje na tržištima u etičnom scenariju. U osnovi, žele se istražiti namjere potrošača prema opredjeljenju i predanosti marketinških stručnjaka etičkim pitanjima.

**Metodološki pristup** – Provedeno je anketno istraživanje na uzorku žena iz urbanih sredina u Maleziji. Podaci su analizirani korištenjem PLS modeliranja strukturnih jednadžbi (PLS *structural equation modeling*).

**Rezultati i implikacije** – Rezultati pokazuju kako su aspekti pravednosti proizvoda i pravednosti cijene pozitivno povezani sa stavom potrošača prema poduzećima koja primjenjuju takvu praksu. Dodatno, stav potrošača i percipirana kontrola ponašanja utječu na namjere potrošača pri razmatranju etičnih aspekata poduzeća u procesu koji prethodi kupovini. Kao dio aspekata životnog stila, samopouzdanje potrošača i svjesnost o zdravlju ne moderiraju odnos stava i namjere. Općenito potrošači pokazuju znakove kako je krajnje vrijeme da marketinški stručnjaci počnu osjećati obavezu prema etičnim praksama u osjetljivim okolnostima. Prema tome, menadžerima se sugerira nuđenje sigurnih proizvoda koji predstavljaju najmanji rizik, a čije su cijene racionalne i opravdane.

**Ograničenja** – Ograničenje istraživanja proizlazi iz istraživane kategorije proizvoda (proizvoda za njegu lica) i jednog tržišta – Malezije.

**Doprinos** – Predstavljani su i operacionalizirani aspekti pravednosti proizvoda i pravednosti cijene iz perspektive potrošača, a na temelju pregleda literature iz marketinga i poslovne etike.